

You are Always Well Dressed IF

your suit was made to YOUR measure, and not to a pattern, by Bassano's Tailor.

THE REASON IS
that he uses only the best and most up-to-date materials—he builds the suit to your figure, and the suit is hand-tailored throughout.

You Will Be Surprised

to know that it is cheaper to have your suits made to measure and of best materials than it is to buy a cheap, ready-made cloth.

Let Us Show You Why!

H. NASH OPPOSITE
FLANAGAN'S STORE TAILOR

DUNLOP TIRES

Make a Comparison

Assume nothing in a tire that you cannot see.

It is easy to measure "Traction's" big corrugations, or "Special's" big "buttons," with any competitive anti-skid.

**Dunlop Tires go Further
and go Better.**

"SPECIAL"-TRACTION



Now is the time to do a little fixing up around the house.

A little paint or varnish will work wonders. The old worn floors can be made to look bright and fresh with Sherwin-Williams Inside Floor Paint, or Sherwin-Williams Floorlac.

Don't throw away the old furniture but make it look bright and new by giving it a coat of Sherwin-Williams Varnish Stain. Do away with the dust and germs collecting wall paper by using the new sanitary wall finish, Sherwin-Williams Flat-tone, a durable oil paint that dries with a soft velvety surface—can be washed with soap and water.

There is a Sherwin-Williams paint or varnish to give you every kind of finish. Come and see us about your painting.

sole Agents Currie & Milroy

The Bassano Mail,
Publisher: The Mail Publishing Co., Ltd.,
Managing Editor: — R. G. Allen.

The Budget estimate brought down last week by the Finance Minister proved that a very few items of daily necessities had been overlooked, and though the list seemed almost equitable there were one or two items which may hit the poorer classes somewhat unproportionately severely.

Few luxuries remain which have not been taxed, but one thing we thought would have been top of the list does not appear at all, and that is the automobile used for pleasure purposes only.

Under existing conditions, when gasoline is such a vital necessity to the Greater Production Campaign, and while the demand for it from farmers often exceeds the supply, joy-riding seems to us to be almost equivalent to blowing up munition works, and we would advocate the highest form of taxation on automobiles which are used for pleasure purposes only; in fact, we would like to see them taxed out of existence due to the war.

There have been periods during the seeding season when farmers have had to stop work on account of the shortage of gasoline and such a condition of affairs may easily be due to the tremendous quantity used by joy-riders throughout the country.

The government should either prohibit it entirely or by placing such a heavy tax on the gasoline supplied to joy-riders make the pastime too expensive for indulgence.

Campaign For Greater Production

Soldiers of The Soil Organized For Work in Bassano

On Thursday Mr. William Berry representing the Canada Food Board visited Bassano and organized a local committee of the S.O.S. movement about 30,000 boys have enlisted throughout Canada, and 100,000 are enlisting in the S.O.S. for the provinces of Alberta. These boys are men age boys of 15 to 19, and in view of the continued depletion of the man power of the country, form the next best source of help for farmers the stimulus to work for the S.O.S. is the stimulus to work as soon as school closes.

Farmers desiring help are urged to apply for forms of application from the Bassano Local Committee of the S.O.S. or Mr. William Berry Zone Superintendent, Y.M.C.A., Calgary, or A. L. Marks, Esq., L.L.B., 427, Taylor Bldg., Edmonton.

Boys willing to go out on a farm this year are urged to make application through this committee. Boys already working on the farms of parents, relatives or friends are just as much entitled to receive a loan as the Canada Food Board has services rendered to the boys sent out to strangers. This takes the form of a National Soldier of the Soil Legion of Honor, to be given to every boy who completes at least three months work on a farm.

In order to obtain this recognition, it will be necessary to make application through the "Soldiers of the Soil" Committee. The badge will be awarded to the boys later in the season at picnics, fair or public meetings organized for this purpose.

Local members of the Bassano Local Committee are as follows: H. O. Freeland, Chairman; E. G. Allen, Sec.; Committee: Revs. A. C. Swanson and T. S. Paton, Morris, Boyd, Johnston, McKee and Findlay.

We Buy Fresh Eggs for Cash
Hunter Hotel.

STRAYED
Strayed from Tilley, two 4 year old lambs, one blue faced lamb and A.D. light shoulder and one blue faced lamb on left shoulder, had lambs on when leaving. Finder please call and notify L. W. Bennett, Aldredge or J. H. Powers, Tilley and receive suitable reward.

Mail Want Ads my. Try one.



The Ford Saves the Hay and Oats the Horses Eat

IT HAS been estimated that five acres of land are required to maintain one horse for a year, and that the same acre would produce barely enough food for two people. If 60,000 Canadian farmers each replaced one horse with a Ford, 250,000 acres would be added to the Nation's source of food supply and enough extra food made available to feed 100,000 people.

Just think what a great service this means to the country at the present time and the benefit to the farmers from the sale of food produced on this acreage.

A Ford car also saves the farmer a week or more of valuable time each year, which can be used for further productive work. The Ford travels three times as fast as a horse and ride—costs less to run and keep, and is far easier to take care of. With labor so scarce and high priced, time means money, so do not delay in getting your Ford.

Ford

Touring - \$595
Roadabout - \$575
Course - \$550
Sedan - \$570
Chassis - \$535
One-ton Truck \$750

F. O. B. FORD, ONT.



Roy Smith - Dealer - Bassano.

DR. A. G. SCOTT
M. J. Toronto; M.C.P.S. Alberta
PHYSICIAN
and SURGEON

PHONE - Office - Resident 121

BURNS & MAVOR

Barrister, Solicitor, Notaries, Etc.
R. C. BURNS, B. A., LL. B.
J. S. MAVOR, B. A., LL. B.
ROBERT McNAUL

OFFICES - 15 Alexander Corner, CALGARY, ALBERTA

BASSANO

Alberta

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Alberta

BUY AN IRRIGATED FARM

From the Canadian Pacific Railway

BECAUSE

Irrigation makes the farmer independent of rainfall, and insures good crops, not occasionally, but **EVERY YEAR**.

Irrigation makes possible the success of culture of alfalfa, the King of Alfalfa, which insures good returns in dairying and mixed farming.

Irrigation means live, farming and close settlements, with all the advantages of densely populated agricultural community.

Irrigation in the Canadian Pacific Railway's irrigation—can be no longer an experiment, the year that it has been tried having absolutely demonstrated its success whenever intelligently applied.

This is the most liberal offer of irrigated farm land on record.

For full particulars, apply to

Allan Cameron, General Supt. of Lands
Canadian Pacific Railway, Department of Natural Resources
220 First Street East, Calgary, Alberta.

To Auto Owners

We have opened the garage east of the Hunter Hotel and are now in a position to guarantee you satisfaction in all classes of Repair Work.

We have an expert "Ford" mechanic and are equipped to undertake any job you require.

Gray-Dort Garage G. D. PINEO, Mgr.

Alberta

Crown Lumber Co.

LIMITED.

We are still here and ready to supply you with

The Very Best of Everything in Building Materials . . .

Lumber (finest sanded finish), Lath, Brick Cement, Plaster, Full line of Doors and Windows, Poles and Posts.

In fact, ask for anything you want in this line, for we will have it!

Crown Lumber Co., Ltd.

JOS. WRIGHT,

Box 26

Nine years local Manager.

Phone 31

Mr. FARMER!

We are here to help increase production and save you money



There is no need for you to buy an expensive tractor with its many drawbacks and costly upkeep, when the Westco-Tractord will do the work, while your wife or your boy can drive it thereby effecting a direct saving of capital and labor.

See us at once for immediate delivery. Remember we sell these Machines under a Guarantee.

AGENTS for Bassano

GENERAL GARAGE

LOANS FOR LIVESTOCK

To good Farmers living in the vicinity of its Rural Branches, THE UNION BANK is prepared to make loans, on reasonable terms, for the purpose of purchasing cattle for feeding or breeding purposes.

Consult the Local Manager for particulars.

UNION BANK

OF CANADA

PAID UP CAPITAL \$5,000,000.00
TOTAL ASSETS EXCEED \$140,000,000.00

The Pioneer Bank of Western Canada

BASSANO BRANCH G. W. BOYD, Manager

Cluny Branch, F. B. Stephens, Manager

We Pay One Half

The purchase price of this famous

1881 Rogers A1 Plate

WE give coupons with every 25¢ purchase of all the high grade guaranteed and registered brands of the Gold Drug Company. We are willing to lease money on the silverware, when you exchange with these goods, which are standard in their line.

Rexall Remedies

Liggett's, Andies, Perfume, Toilet Articles, Brushes, Stationery, Rubber Goods, and numerous other articles of the drug line, etc. You cannot afford not to secure this popular silverware, when you exchange with these goods, which are standard in their line.

Rexall Remedies

STICKS, The Druggist

Local and Personal.

J. H. Denials of Bassano was a visitor to town last week.

Mr. and Mrs. Towne were visitors to Calgary on Monday last.

Mr. and Mrs. O. L. Douglass were visitors to town this week.

A line of dyes in all colours, now on stock. — McKee's Store.

Dr. W. G. Nelson was a visitor to Calgary yesterday.

Service will be held at the Anglican Church on Sunday at 7.30 p.m.

Tomorrow (Friday) is Arbor Day and the Banks will be closed all day.

A copy of "The Mail" will be sent every week to any of the boys overseas if relatives or friends will give us the name and address.

We regret to recall the death of J. Barnard on Sunday morning. The body was shipped to Chicago for interment.

A. T. Connolly left on Tuesday for Calgary where he joined up with his company which left for Winnipeg on Wednesday.

W. Bradshaw of Pandora, who is the tax collector for the Sulphur Municipality, was in town last week collecting.

We Buy Fresh Eggs for Cash

Hunter Hotel.

A. A. McGregor has been appointed Registrar for Bow River Riding in the forthcoming National Registration.

H. D. Powers, Bassano's new optician and Jeweller, arrived in town last week and is now established in W. J. Robinson's old office.

The Red Cross Society asks that all work be sent in by Monday May 13th, in order that it may be included in the next shipment.

Wonderful values in men's suits, Seabourne's range. Private fitting, McKee's Store, where you get service.

Rev. T. S. Paton conducted the Anniversary Services of the Bassano Lodge L.O.O.F. on Sunday last and delivered a most impressive address to a large congregation.

Marriages: On Wednesday, May 8th at the Chapel of the Blessed Virgin, by Rev. A. C. Swanson, High Hassen Zeer to May Evelyn Gravelle, both of St. Stevenville.

We Buy Fresh Eggs for Cash

Hunter Hotel.

Any person who desires to help in the Greater Production campaign and would like to secure a five-acre tract near town rent free for potato or for any other use, may obtain particulars of same at the Main Office.

Sunday May 11th is Mother's Day and it will be made the occasion of a Special Service for Parents and children at the Frelinghuysen Church on Sunday morning at 10.30. Everyone is earnestly invited to attend this service.

Extracts, all sizes, in conformity with the law. — McKee's Store.

Loyalty is the test of citizenship, and those residents who refuse to comply with the Clean-up by-law should be made to pay the penalty for disloyalty. They are not worthy to be called citizens and they are not deserving of any further consideration.

After receiving free power from the town and an additional revenue of \$150.00 as soon as the new unit is installed at the pumping station, without being forced to reduce the terrific charges they have enforced here, the Electric Light Co., show their gratitude by sending their pricing orders out of town.

Just received shipment of Roger's B.C. Golden Syrup. All sizes. — McKee's Store.

Dr. B. E. Barlow is now established in town for the practice of his profession as Veterinary Surgeon and Dentist, and is located for the present at the Exchange Stable. Dr. Barlow comes to Bassano highly recommended, and there should be a large demand for his services.

Sports Day at Pandora

The Berry Creek Agricultural Society are holding their annual Sports' Day at Pandora on Monday June 8th.

This event will be looked forward to with interest by the whole district, for the Society have always made their program more than usually interesting. This year in addition to a big program of sports' events, they have scheduled a novelty horse race which should be both interesting and exciting. The big day's entertainment.

Bassano is Fortunate

Bassano is fortunate in securing, as successor to A. T. Connolly, a man of much experience and proved ability in his profession as H. H. Powers.

Mr. Powers is a well known optician in town, and his optical services to the public are well known.

He also took the risk in the installation of automatic lens grinding and by securing his services in Bassano permanent we hope to be considerably exceeding fortunate.

Mr. Powers is also a specialist in Watch and Jewelry repairing and will undoubtedly prove to be a big acquisition to the town and district.

Hog Clubs.

The undersigned is endeavoring to organize for the Department of Agriculture a number of pig clubs for boys and girls throughout the Province. Already a large number of clubs have been organized, but we find it difficult in many cases to get enough members to meet the demand. We would like to distribute these clubs throughout the Province.

The breeds asked for by the clubs that have been visited so far are as follows: — Berkshires, Duroc Jersey, Yorkshire, Poland China and Hampshire.

We might add that what we want is registered pigs, but we are also willing to accept non-registered and non-registered pigs.

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Announcement!

In announcing the establishment in Bassano of our

New and Up-to-date

to Optical Parlor :

we desire to assure the public that in availing themselves of our professional services they may be assured of securing the most expert and modern treatment that optical science affords.

We have practiced our profession in Calgary for the past twelve years and our Parlor here is equipped with the most modern appliances known to the profession.

Watch & Jewelry Repairs

We also guarantee complete satisfaction with all work entrusted to us for we are specialists in fine Watch and Jewelry Repair Work.

Powers Optical and Jewelry Company

Occupying W. J. Robinson's Old Offices.

Ogilvie's Gov'ment Standard Flour

For Sale by

McKee, The Grocer — Bassano

Home Dressed Meats

IT'S A PLEASURE

TO SERVE

such sweet, tender juicy beef as is to be had at this market. But it's a more pleasure to taste it. Try a roast for Sunday dinner if you know what good eating is. It will eat you nothing to try it. Our prices are no higher than other charge for just ordinary meat.

Phone Orders Promptly attended to

E. EVANS & SON

E. G. Holley, Mgr.

Phone 22

When Cleaning House

Remember

We have a nice line of Kalsomine Floor Varnish, Linoleum Varnish, Stains, and your choice of a fine line of Paints.

More Permanent Walls & Ceilings

BEAVER BOARD

For permanent walls and ceilings, Beaver Board is the best. It is a permanent wall covering, and it never cracks or splits. It is a good insulator, and it is a good fire retardant. It is a good insulator, and it is a good fire retardant. It is a good insulator, and it is a good fire retardant.

FAMOUS FOR SERVICE

The Atlas Lumber Co., Ltd.

Local Manager

G. F. DOOLY